



Gold Key Service - Vietnam

Dear Valued Client:

Thank you for your interest in the Commercial Service's Gold Key Matching Service (GKMS) for Vietnam.

The Commercial Service - Vietnam has developed an electronic version of our Gold Key Application Forms that will help to customize your service.

You have received the electronic GKMS Application Forms in Acrobat format (PDF) file: "GKMS Applications.pdf". This file is all you need to order your GKMS from the Commercial Service in Vietnam. When you open the file, you will be greeted by this page, the first page, of the 5-page packet.

You can change pages by clicking on the number of the page you want to view on the status bar at the bottom of the page.

Page 2: The GKMS Welcome Letter from the Commercial Service in Vietnam. This is information about what is included in our Gold Key Matching Service, how to order it, and what we'll need from you.

Page 3: The first page of Gold Key Questionnaire:

Point the cursor at the highlighted field, type in the information in the appropriate field. Move the cursor or click the Tab key to go to the next field. Type in information until end of the page.

Page 4: The last page of GKMS Questionnaire:

The same actions as page 3.

* Notes: You can either check the check boxes by mouse-click or by pressing the Space bar on your keyboard.

Page 5: The order form:

This page will collect the proposed dates for your GKMS. You are initially given 2 options. Of course, schedule can be adjusted to mutually agreed times.

Please fill in the billing information. You can pay either by Credit card or check drawn on a US bank.
WE PREFER PAYMENT BY CREDIT CARD.

Choose the type of card from the pull down menu. Type card number and expiration date.

When you have finished, please save the information and send it to us. (Our E-mail addresses are on page 5)

Thank you again and should you have any questions, please contact us.

U.S. Commercial Service, Vietnam.



Gold Key Service - Vietnam

Dear American Exporter:

Vietnam offers US firms a potentially huge market for their exports. But even for the experienced exporter, making that first trip to Vietnam is difficult.

The U.S. Commercial Service's Gold Key Matching Program helps reduce many of the unnecessary risks and accompanying worries associated with identifying reliable, qualified representation for your products in Vietnam. We will work with you to make your visit to Vietnam as productive as possible by setting up a schedule that begins and ends with one-on-one briefings by Commercial Service Officer and guarantees a minimum of four pre-screened appointments per day. In addition to the meetings, the Gold Key Matching Service in Vietnam also includes:

- reserving your hotel at a special discount rate
- local transportation
- interpretation.

In order to start the Gold Key Matching Service process, please complete the attached Questionnaire and Order Form and return it to us by either e-mail or fax. Once we determine the suitability of your product for the market and agree on a schedule, we will ask you to forward by international courier twenty marketing kits which should include brochures, pamphlets, photographs, bank and trade references, customer testimonials, payment terms and an introductory sales letter (one page max).

With this information, we will help you meet qualified clients, thereby dramatically improving your chances for success in Vietnam. Our 90 percent success record in helping US firms find the right agent speaks for itself -- If you are dissatisfied with our Gold Key service, we offer a money-back, no-questions-asked guarantee.

Sincerely,

U.S. Commercial Service, Vietnam



Gold Key Service Questionnaire

Company Information

Company: _____ Year Established: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Telephone: () - Fax: () -

E-mail: _____ Web Site: _____

Type: ☐ Manufacturer ☐ Manufacturer's Rep. ☐ Distributor/Trader ☐ Service
☐ Other: _____

Annual Sales: ☐ <\$1 Mil. ☐ \$1 - \$5 Mil. ☐ \$6 - \$50 Mil. ☐ \$51 - \$75 Mil. ☐ \$76 Mil. +

Number of Employees: _____ Export Status: ☐ New to Export ☐ New to Market ☐ Old to Market

Product/Service Information

1. Briefly describe your product/service and how it is utilized.

2. Indicate any unique features and competitive advantages of your product/service.

3. List the primary end-users (industries) of your product/service.

4. Describe how your product/service is distributed and marketed overseas.

Gold Key Objective

1. Purpose: ☐ Gather market info / develop business contacts ☐ Seek Distributor ☐ Seek Agent/Rep.
☐ Seek End-User ☐ Seek Joint Venture ☐ Other: _____

2. Describe the type of firm(s) (Government Office, NGO, State Owned, Private, Foreign Investment...) which would meet your criteria as a "perfect" match (include characteristics such as size, experience, geographic coverage). Also identify disqualifying attributes - i.e., major competitors

3. Referencing your response to question two, indicate the prospective firms' key decision-makers (i.e., production managers, purchasing agents, engineers, president, etc.)

4. If you currently have or have had representation (i.e., agents, distributors, partners, etc.) in Vietnam, please provide contact information and advise how this should be handled.

5. Provide the names and phone numbers of any contacts, and firms that you want to target or meet with.

6. Please check if your firm is interested in Gold Key Service in other Asia Pacific countries? (We'll ensure that our offices make contact with you).

- | | | | | | | |
|--------------------------------------|------------------------------------|--------------------------------------|-----------------------------------|------------------------------------|------------------------------------|---------------------------------|
| <input type="checkbox"/> South Korea | <input type="checkbox"/> Singapore | <input type="checkbox"/> Philippines | <input type="checkbox"/> Malaysia | <input type="checkbox"/> Indonesia | <input type="checkbox"/> Hong Kong | |
| <input type="checkbox"/> New Zealand | <input type="checkbox"/> Australia | <input type="checkbox"/> Thailand | <input type="checkbox"/> Japan | <input type="checkbox"/> India | <input type="checkbox"/> China | <input type="checkbox"/> Taiwan |

Feedback

1. How did you learn about the Gold Key Service?

- ☐ Web Site ☐ Trade Mission/Show ☐ Commercial Service Office ☐ Other: _____

2. If you have been in contact with a US Export Assistant Center, please provide city: _____
and point of contact: _____

3. If your company has ever used the Export Promotion Service of the US Department of Commerce, please indicate which service(s):

- | | | | |
|---|---------------------------------------|---|--|
| <input type="checkbox"/> International Partner Search | <input type="checkbox"/> Catalog Show | <input type="checkbox"/> Customized Market Analysis | <input type="checkbox"/> Trade Mission |
| <input type="checkbox"/> Gold Key Matching Service | <input type="checkbox"/> Trade Show | <input type="checkbox"/> Other: _____ | |



Gold Key Service Order Form

I request a Gold Key Service in Vietnam:

	Option 1			Option 2		
	Dates (mm/dd/yy)	No. of days	Total	Dates (mm/dd/yy)	No. of days	Total
<input type="checkbox"/> HCM City	From: _____ To: _____	_____ days @ \$400	_____	From: _____ To: _____	_____ days @ \$400	_____
<input type="checkbox"/> Hanoi	From: _____ To: _____		_____	From: _____ To: _____		_____
Grand Total Cost of Service:			_____	Grand Total Cost of Service: _____		

Billing Address

Contact Name: _____	Title: _____
Company: _____	
Address: _____	City: _____ State: _____ Zip: _____
Telephone: () - _____	Fax: () - _____ E-mail: _____

Method of Payment



Check drawn on U.S. Bank

Credit Card #: _____ Expiration Date: _____

Name as shown on card: _____

I certify our products or services are at least 51 percent U.S. origin.

Signature: _____

Please Fax or E-mail to:

Hanoi Office:

Fax: 011-(84-4)-831-4540

E-mail: Hanoi.Office.Box@mail.doc.gov

Ho Chi Minh City Office

Fax: 011-(84-8)-825-0491

E-mail: Ho.Chi.Minh.City.Office.Box@mail.doc.gov